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PROBE OF MINORITY REPRESENTATION IN ADVERTISING ANNOUNCED

The Ontario Human Rights Commission will shortly begin an inquiry to find out to what extent visible minority groups like Indians, Asians, and blacks are given opportunities to participate in forms of mass media advertising, Commission Director Dr. Daniel G. Hill said today.

The Commission was acting in response to "numerous requests" from ethnic organizations for such a probe, Dr. Hill stated.

A hearing Commissioner has not yet been named, but will be an individual with a background in the social sciences and communications industry, he added.

The Commission inquiry will hear submissions from ethnic groups, ad agencies, production and casting houses, talent agencies, and other interested parties.

